

5. TRANSPORTATION

A. *Modes available to land product in the market and major companies/facilities.*

Shipments to this market are virtually all done by sea. Major companies are Nippon Yusen KK, Mitsui OSK Lines Ltd., Navix Line Ltd., and Kawasaki Kisen Kaisha Ltd.

B. *Mode of transport available to move product from point of entry to consumer and major companies and facilities.*

Virtually all done by truck. Major companies involved are Nippon Express Co. Ltd., Seino Transportation Co. Ltd., and others, such as Yamato Transport Co. Ltd.

6. INDUSTRY STRUCTURE

A. *Location of domestic production facilities and brief description.*

Domestic production areas are mainly in Kyushu (Kagoshima and Miyazaki prefectures) and northern Japan (Iwate and Miyagi prefectures for beef breeds) and predominantly in Hokkaido for beef type (dairy) breeds.

B. *Storage/handling facilities:*

Due to the nature of imported beef (i.e. chilled or frozen), cold storage is the main concern. Availability of these facilities compete sometimes with imported fishery products which have also been growing in recent years. Warehouses and in-bond storage are not a serious concern to the local trade.

With increasing interest in chilled beef and for food products in general (especially for retail outlets), marketing constraints exist in selecting the right partner(s) who own or have access to well-developed chilled-distribution network.

C. *Marketing Channels:*

i) *Standard importation and distribution channel(s) of product from point of entry to final buyer.*

Distribution chains are generally organized in one of the following ways: importers, meat processors, retailers, and consumers; importers,